

STATE SENATOR • MARK SCHAUER • 19TH DISTRICT

Schauer Press Release



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SCHAUER CONGRATULATES MARSHALL ON COOL CITIES DISTINCTION

LANSING—Senator Schauer announced today the addition of Marshall to the list of Michigan’s “cool cities.” Formerly designated as a “Main Street, Blueprints for Michigan’s Downtowns” community, Marshall is now eligible to participate in the “Michigan Cool Cities” initiative.

“I want to congratulate Marshall on its new ‘cool’ status. Marshall has one of the most vibrant downtowns in the state, but recognition is important,” said Senator Schauer. “This distinction will give the community even more tools to promote itself.”

“Main Street, Blueprints for Michigan’s Downtowns” cities were added to list of cities eligible to participate in the “Cool Cities” marketing programs. With the title comes access to “Cool Cities” signage and logos and inclusion in the initiative’s other promotional efforts.

“Thanks to our Main Street Grant and the Cool Cities model, we have had a great deal of success at a time when other cities have not been so fortunate,” said Frank Quinn, Marshall Mainstreet Manager. “It’s really a simple recipe that we’re following, and we’re starting to have success. Our goal is to keep existing businesses viable, recruit new businesses, and take full advantage of our existing infrastructure and buildings.”

Marshall recently replaced its downtown lighting system and funded a research study that assessed the city’s economic growth potential. The study created a marketing and promotional strategy to help the downtown area attract new development, which has resulted in at least six new businesses. Additionally, existing businesses have invested in larger spaces, and many of the upper stories in older facilities are being renovated into residential living space.

“This is an exciting time for our region. Battle Creek, Jackson, and, now, Marshall and their surrounding communities are all benefiting from the creative mixed-use development plans of the “Cool Cities” initiative,” said Schauer. “Investing in these downtowns has proven to be an effective way to encourage economic growth. This type of careful growth is how we create and keep jobs.”

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Mark Schauer is the Senate Democratic Floor Leader. He represents the 19th Senate District, which includes all of Calhoun County and most of Jackson County.